

## **MARINE AVENUE BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2011-2012 ANNUAL REPORT**

This is the annual report for the sixteenth year of the Marine Avenue Business Improvement District, as required by Section 36533 of the California Streets and Highways Code.

### **1.) Proposed Changes to the District Boundary**

There are no changes proposed to the district boundaries.

### **2.) Improvements and Activities Planned for the Fiscal Year of July 1, 2012 through June 30, 2013**

The following are activities planned for the new fiscal year:

#### Improvement of Website

The district has an established website, [www.balboa-island.net](http://www.balboa-island.net), listing each of the merchants within the district and containing information relative to visiting the district and its environs. This website currently has the highest search engine hits for any Balboa Island web address, but the board feels it needs to be substantially improved. The Advisory Board has identified several improvements, including enhanced merchant listing, tracking and utilization of web visitors, an e-newsletter, and other web marketing strategies.

#### Holiday Themed Decorations

The District intends to wrap each of the light standards on the Avenue in artificial greenery and holiday lights during the period between Thanksgiving and Christmas. In addition, a previously successful program of distribution holiday lights to merchants will be continued.

#### Concerts

The District plans to continue the very popular, Fall Marine Avenue Concert. The concert is held on a section of Marine Avenue that is blocked off to traffic for an evening. Past concerts have generated attendance in the hundreds to hear name-brand bands. Merchants have reported record-setting sales after the events and residents have contacted the board to put on additional concerts. There is also a suggestion to close the street to autos during the Balboa Island parade. This event is partially paid from additional funds donated by individual sponsors from the BIDS.

#### Memberships

A membership in the Anaheim Visitor's and Convention Bureau will be continued. This membership affords the ability to advertise to over 600,000 tourists who contact the AVCB for information.

### Advertising

An aggressive and comprehensive advertising program is planned for this fiscal year. Quarterly ads in tourist publications distributed in hotel rooms, ads in the Newport Beach Visitor's Guide and the Anaheim Visitor's Guide, folder distribution, and advertising in local publications will give a good blend of resident and tourist exposure. The BID will also advertise in a guide map that will be distributed throughout the city.

### Banner Program

During the summer months and holiday seasons, the BID will fly custom-made Balboa Island flags or American flags from the light standards on Marine Avenue to create a sense of place and destination.

### Administration

Bank service charges will be incurred, as will postage for various outreach efforts.

## **3.) The Cost of These Activities is Projected as Follows:**

Improvement of Website	\$ 6,500
Holiday Themed Decorations	\$ 1,000
Concerts	\$ 8,400
Memberships	\$ 900
Advertising	\$12,650
Banner Program	\$ 2,500
Administration	\$ 350
<b>TOTAL</b>	<b>\$32,300</b>

## **4.) The Method and Basis of Levying the Assessment Shall be as Follows:**

The benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred percent (100%) of the City's annual business license fee as established pursuant to Chapter 5.08 of the Newport Beach Municipal Code if the business is located in a downstairs space; if upstairs, a flat \$25.00 will be assessed.

The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Newport Beach Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent of the assessment amount due.

Individuals with more than one business entity within the assessment boundaries shall only be required to pay the District assessment for the largest business, shall be exempt from assessments on additional businesses within the District, and shall continue to pay required business license fees in accordance with Chapter 5.08 of the Newport Beach Municipal Code. Banks and financial institutions that are exempt from City business

license regulations shall be assessed \$500 per year. Insurance agencies that are exempt from City business license regulations shall be assessed \$250 per year. Persons operating in one of the following types of businesses, as an independent contractor in an establishment owned by another person shall be exempt from this assessment:

1. Hair stylists
2. Nail technicians
3. Real estate agents

Assessments shall be collected in one annual installment at the beginning of the fiscal year, and be pro-rated for new businesses that open during the fiscal year.

#### **5.) Surplus Carryover from Fiscal Year 2011-2012**

It is estimated that approximately \$2,000 will be carried over from Fiscal Year 2011-2012 to Fiscal Year 2012-2013.

#### **6.) Sources of Contributions From Other Than Levy**

The BID estimates that there will be approximately \$10,000 contributed to the BID from the City of Newport Beach. It is also estimated that an additional \$3,600 will be raised in sponsorships for the concerts.

#### **7.) Past Year Accomplishments**

The Fiscal Year of 2011-2012 was a successful one for the District. The BID instituted and completed the following projects:

- A very successful Halloween concert on Marine Avenue
- Installation of holiday décor/lighting along Marine Avenue
- Continuation of Balboa Island flag campaign
- Maintained top visited Balboa Island sponsored website
- Placement of advertising in tourist related publications
- Participation with Visit Newport Beach and Anaheim/Orange County CVB.

#### **Fiscal Year 2011-2012 District Revenues**

During Fiscal Year 2011 – 2012, the BID collected approximately \$13,325 in member assessments. The BID collected \$3,850 in cash sponsorships of the concert series. Its account balance at the beginning of the year was \$6,676. The City provided \$10,000 in matching funds. The BID has spent approximately \$27,715 for approved activities and anticipates spending an additional \$5,000 before renewal.

It is anticipated that a remaining balance of approximately \$2,000 will be carried over into the new 2012-2013 fiscal year budget.

The merchants of Marine Avenue appreciate the efforts of the City Council and your continued support of Balboa Island.

**Marine Avenue  
Business Improvement District  
Priorities and Budget Outline  
July 1, 2012 – June 30, 2013**

	<u>Amount</u>
Funds Available FY End 2011 – 2012	\$ 2,000.00
Funds to be Collected FY 2012 – 2013	\$ 16,700.00
Anticipated Matching Funds from City	\$ 10,000.00
Concert Sponsorships	\$ 3,600.00
<b>Total Available Funds</b>	<b>\$ 32,300.00</b>

<u>Priorities</u>	<u>Amount</u>
Improvement of Website	\$ 6,500.00
Holiday Themed Decorations	\$ 1,000.00
Concerts	\$ 8,400.00
Memberships	\$ 900.00
Advertising	\$12,650.00
Banner Program	\$ 2,500.00
Administration	\$ 350.00
<b>TOTAL EXPENDITURES</b>	<b>\$32,300.00</b>